

# the DIVERSITY DIALOGUE

WORKING AND WINNING TOGETHER FOR A BETTER COMMUNITY

FALL 2004

"We're All On The Same Team"

A NEWSLETTER FROM THE PHOENIX HUMAN RELATIONS COMMISSION AND THE CITY OF PHOENIX EQUAL OPPORTUNITY DEPARTMENT

## IT'S OUR RIGHT: *Civil Rights Act of 1964*

In the fight against hate and prejudice, "...we are armed with the most powerful of weapons; we are armed with free will, free thought and free speech," said Phoenix Mayor Phil Gordon at the July 29 Civil Rights Act celebration at the Phoenix Art Museum. The Equal Opportunity Department, along with the mayor and other federal and state organizations, commemorated the 40th anniversary of the Civil Rights Act of 1964. More than 60 community leaders and citizens were present.

The far-reaching effect of the Civil Rights Act and its impact on us today and tomorrow was made clear by students from the Dove Preparatory Academy, who recited the 10 titles of the Civil Rights Act, covering every aspect of modern life from employment and housing to voting. Judge Elizabeth Finn, former City Councilman Calvin C. Goode and Equal Employment Opportunity Commission Vice Chair Naomi Earp also addressed the group about what the law means to them and why it still affords necessary protections today.

Most importantly, the mayor and all the presenters encouraged attendees who work in the area of human and civil rights to continue these efforts. Considering that this encouragement came from individuals who are all distinguished advocates of civil and human rights, it was truly inspirational.



*Phoenix Mayor Phil Gordon speaking at the Civil Rights Act celebration.*

Events like these are not possible without the support of our partners. The Equal Opportunity Department would like to thank the following for their participation in this successful event: The U.S. Equal Employment Opportunity Commission, Arizona Attorney General's Office, APS, Arizona Affirmative Action Association, Phoenix Mayor's Office, NAACP and National Employment Labor Attorneys.

4 - 6:30 p.m. Thursday, Oct. 21 – Race Equality Commemoration  
Phoenix Human Relations Commission Presents **"Hidden Racism"**

A forum for an open discussion on race relations  
Calvin C. Goode Building, East Lobby, 1st Floor  
251 W. Washington St.

Free and open to the public.

For more information, call 602-261-8242 or 602-534-1557/TTY.

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# WE NEED YOUR VOICE

## Rory Gilbert, HRC Chair . . .



The Human Relations Commission is looking forward to a productive year in 2005. At the July HRC meeting, commissioners discussed plans for next year, expressing a sense of urgency to address key community issues in a meaningful way. The list of concerns reflected the diversity of the commissioners who represent the city on the HRC, ranging from economic development and fair housing to immigration issues and hate crimes.

In addition, commissioners discussed the importance of ensuring that all voices are heard in the upcoming local, state and federal elections, encouraging and supporting Phoenix and other efforts to “get out the vote.”

In the upcoming year, the commission is looking forward to continuing the Friday noon Faces of Diversity Brown Bag series. Commissioners acknowledged the hard work and dedication of Godwin Otu, HRC staff liaison, Equal Opportunity Department, in helping to coordinate these monthly informative events and Phoenix Channel 11 for bringing the programs to those unable to attend.

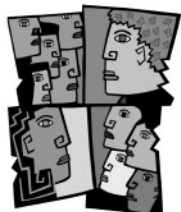
Additionally, the commission will continue to hold quarterly meetings in various locations throughout the city to learn more about issues important to the different cultural, ethnic and

religious groups that make up Phoenix, and to make our meetings more accessible to the public. Last year, we visited with the African-American, Hispanic, Muslim and Japanese communities of Phoenix.

This year, we look forward to launching community conversations on important issues starting with the Race Equality Commemoration in October when we will discuss “Hidden Racism.” Watch for more details! Plan to join us and add your perspective to the discussion.

We need your help in identifying and nominating various community leaders who are “living the dream” of Dr. Martin Luther King Jr. to make Phoenix an inclusive and just city. Nomination forms are available for this year’s Living the Dream and Calvin C. Goode Lifetime Achievement Awards that will be presented at the Martin Luther King Jr. breakfast in January 2005. Call 602-261-8242/voice or 602-534-1557/TTY to obtain a brochure and nomination form or visit [phoenix.gov/CALENDAR/awardnom.html](http://phoenix.gov/CALENDAR/awardnom.html).

Finally, I want to thank last year’s commissioners for their incredible work and dedication, and welcome our newest commissioner, Bob Rosenberg, who joined us last month. If you are interested in serving on the Human Relations Commission or other commissions, find out more by visiting [phoenix.gov/VOLPRGMS/volpgidx.html](http://phoenix.gov/VOLPRGMS/volpgidx.html). We need your voice!



## FACES OF DIVERSITY BROWN BAG SERIES

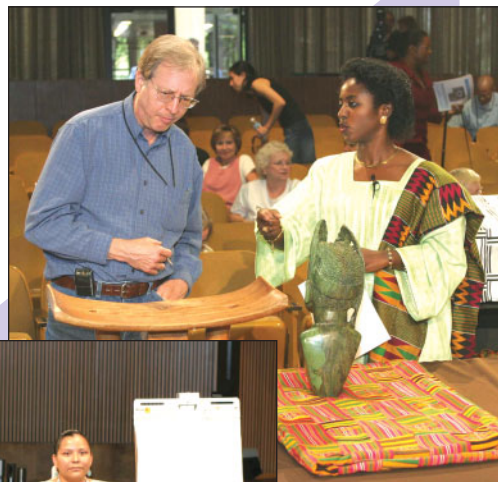
### **Oct. 22 - Building Bridges: Sexual Stereotypes and Issues in the Workplace**

Jim Cook, director of Corporate Pride, Greater Phoenix Gay and Lesbian Chamber of Commerce, will discuss the significance of Gay, Lesbian, Bi-sexual and Transgender (GLBT) issues in the context of broader diversity issues.

### **Nov. 19 - Unlocking Closed Book About the Deaf and Hard of Hearing Community**

Dr. David Curry, of Southwest Education and Tutorial Services, and three panel members will present an overview of the deaf community, discuss American sign language, assistive hearing devices and social interactions.

*Erika Amoako-Agyei: “Window on Africa”*



*Freddie Johnson: Navajo/Dine Culture*

# RICH HISTORY *in our Midst*

by Carole Coles Henry, director



**W**e do not do it enough, but we should take time to remember the past. I have found it

inspirational to pause and recognize the rich history that is in our midst. This past year has been rich with historical remembrances such as the 50th Anniversary of Brown v. Board of Education and the 40th Anniversary of the Civil Rights Act.

I was proud that the Equal Opportunity Department partnered with others to hold events in the community this past July. The efforts of the George Washington Carver Museum and Cultural Center provided for a moving Brown v. Board event. The Civil Rights celebration, coordinated by the public sector in conjunction with professional associations had a similar effect.

These events make us realize how far we have come and how we can stray if we do not stay the course of equal opportunity. We are thankful for the leadership of our Commission Chairs Rory Gilbert, Human Relations Commission; Amy Mancusco, Phoenix Women's Commission; and

Lynn Houston, Mayor's Commission on Disability Issues; who continue Phoenix's journey for equality with the work of their committees.

The Equal Opportunity Department has milestones to reflect upon and celebrate. Last year, the Human Relations Commission commemorated 40 years of building a human and civil rights legacy for our community. Next year, our own department will turn 20, the Phoenix Women's Commission will celebrate 30 years of service and Mayor's Commission on Disability Issues will be 11.

We know the work is not done. This was apparent recently when, on Women's Equality Day, Aug. 26, it was noted that women still are making only 77 cents on the dollar of what their male counterparts are making. Did you know that in Arizona 56 percent of all small businesses are owned by women? So our commissions have work yet to be done and volunteers are gladly welcomed.

Here's another milestone since our last issue. At its National Fair Housing Training Conference and Housing Policy Summit in Washington D.C. on June 13 - 18, the U.S. Department of Housing and Urban Development (HUD) Office of Fair Housing bestowed Phoenix with a

recertification certificate. The recertification allows EOD to perform fair housing investigations on HUD's behalf for another five years.

Phoenix is the only city in Region 9 (consisting of California, Hawaii, Nevada and Arizona) to perform fair housing investigations on HUD's behalf. In other jurisdictions, this is handled at the state level or by HUD itself.

Don't forget to pause and recognize the rich history in your midst. History gives us the inspiration to live to create a better future. Thank you all for your hard work on behalf of the residents of Phoenix.



*Carole Coles Henry (center) with the Hon. Alphonso Jackson, HUD secretary; and Karen Newton, HUD assistant secretary at the June Summit.*

## COMMISSIONER NEWS

The mayor and City Council have approved the appointment of seven new members to three commissions staffed by the Equal Opportunity Department.

**Robert Rosenberg** is the new Phoenix Human Relations Commission member. A Phoenix resident, he is a principal of R. G. Rosenberg & Associates, a public policy consulting and advocacy firm.



The Phoenix Women's Commission has two new members. They include:



**Balbir Grewal**, owner/manager of the Phoenix restaurant Taste of India, from council district 2;

**Cristina Munoz**, a public affairs specialist with Coca-Cola Enterprises, from council district 6.



The Mayor's Commission on Disability Issues has four new members, **Daniel Demland, Robert Smith, George Smith** and **Ashleigh Turner**.

Demland is president of Demland Design. Robert Smith is with Deutsch Associates and replaces David Carey; George Smith, replaces Judith Tunell; and Turner, a college student and former Ability Counts award winner, replaces Jill Oberstein. All are Phoenix residents.

## *“Understanding diversity helps us to work together and serve our community.”*



**C**hange! That is the name of the game these days. The workplace has changed and continues to change. The Internet, communications and other modern technologies have shrunk the world to neighborhoods separated by virtually nothing. And the population of the United States is becoming increasingly diverse.

In the year 2002, the United States admitted more than one million legal immigrants into the country. It is estimated that there are more than five million undocumented immigrants in the country. Currently, the Phoenix population stands at approximately 1.5 million. Out of this, 55 percent are Anglo, 35 percent Hispano/Latino, 5 percent African-American and 2 percent each of Native-American and Asian. Estimates also indicate that almost three quarters of the American workforce are foreign born or female.

The city recognizes and so promotes diversity within its work force and through various outreach efforts. The Diversity Task Force, set up by City Manager Frank Fairbanks, recommended adding diversity to the core values of the city. More than 130 city employees participated in focus groups to develop this new value.

In April 2002, at the Vision and Values celebration, the city manager unveiled the new statement, “We Value and Respect Diversity.” Understanding diversity helps us to work together in serving our community. Diversity is more than gender and race, it encompasses our uniqueness and individuality. By embracing

our differences, we find many paths to success. We put this belief into action to provide effective services to our diverse community.

A definition of diversity includes recognizing and valuing differences within the organization and then integrating these



**City employees sharing handouts received at the diversity celebration.**

differences into various activities of the organization to achieve high performance among employees. It is in recognition of the efforts of city employees that city management has given support to the annual “Employees Celebrate Diversity” event.

## HOW DO YOU DEFINE YOURSELF?

The U.S. Census broadened its racial or ethnic categories to 12 with the 2000 Census. This summer, the city conducted a voluntary Employee Census Survey allowing employees to self identify what category they thought best fit them. The information is shared with the community and every odd year with the federal government in eight broad categories, such as service workers, technicians, police and fire. Tabulation continues at this writing. Here is a listing of the categories:

- ☐ White, not Hispanic or Latino
- ☐ White, Hispanic or Latino
- ☐ Black or African-American not Hispanic or Latino
- ☐ Asian not Hispanic or Latino
- ☐ American Indian or Alaska Native not Hispanic or Latino
- ☐ Native Hawaiian or other Pacific Islander not Hispanic or Latino (added)
- ☐ Black or African-American and White not Hispanic or Latino (added)
- ☐ Asian and White not Hispanic or Latino (added)
- ☐ American Indian or Alaska Native and White not Hispanic or Latino (added)
- ☐ American Indian or Alaska Native and Black or African-American not Hispanic or Latino (added)
- ☐ Other Hispanic or Latino (added)
- ☐ Two or more races not listed above, not Hispanic or Latino plus individuals reporting some other race not Hispanic or Latino (added)

# DIVERSITY TASK FORCE UPDATE:

## *How Have We Done?*

by Bob Wingenroth, city auditor



**T**his may seem like ancient history, but in December 2000, the city manager established a task force to advise the city on diversity issues as they relate to recruitment and selection, promotion, retention and training processes. On July 16, 2001, the Diversity Task Force issued a report that included 71 recommendations. A four-year calendar was developed to

implement the recommendations. So the question of the day is – how have we done implementing all those recommendations?

At the request of the Diversity Task Force Implementation Team, the City Auditor Department conducted a review to document and evaluated the city's progress in the implementation of the task force recommendations. The review team looked at 52 of the 71 recommendations that had implementation dates prior to Dec. 31, 2003.

The review team noted the considerable effort and enthusiasm made by city departments and city leaders to promote and initiate implementation of the recommendations. They observed city departments' innovative ideas to promote and enhance the spirit of diversity not only within the city but also in the community. City management and city departments were especially successful in their efforts to:

- ✓ Enhance diversity advertising/outreach
- ✓ Create innovative/flexible hiring processes
- ✓ Maximize electronic application processes
- ✓ Value diversity and promote equal treatment
- ✓ Make the city more diversity friendly
- ✓ Improve the dissemination of information on training opportunities to employees

The updating and distribution of the Supervisor's Toolkit to selection interviews was a major undertaking and accomplishment.

All in all, we found that 31 of the recommendations were successfully implemented, 16 were partially implemented and five

have not been implemented. Six of the recommendations that were partially implemented relate to inclusion of diversity goals, and career- and training-related goals in the Performance Achievement Plans (PAP) and Performance Management Guides (PMG). The auditors found that all the PAP's that were reviewed included the citywide Diversity Indicator.

They also found that the PMG form was revised on Jan. 1, 2003 to include the new city core value "We Value and Respect Diversity" and instructions to insert career exploration or training goals to enhance skills and/or career development. However, a random sample of recently completed PMG's indicates that many employees did not have career exploration and training goals. Follow up is needed to encourage supervisors to use the revised PMG form and set career exploration and training goals for all employees.

The review team believes that there is still a need to focus on sharing promotional selection process information between the supervisor and the interview panel members, measurement of the impact of training and development efforts by diverse groups and building of training opportunities beyond the classroom. In summary, the team reports that the city has expended a tremendous amount of energy and resources to strengthen its commitment to diversity and implement the Task Force Recommendations, but the journey is far from over.



**Employees enjoy learning about their diverse co-workers.**

## DIVERSITY INITIATIVES

### *Law Department*

by Fred Bibeau, assistant city attorney III

**T**he Law Department's "We're All On The Same Team" Committee promotes respect and understanding of diversity. In the area of employee recognition and team building, the department encourages the random acts of appreciation program to recognize employees with a note or comment about their performance or contributions to the work environment.

For the third year in a row, the department adopted the Life-Care Center of South Mountain, a low-income nursing home that serves a diverse population. Christmas gifts were provided to

approximately 110 residents. We also participated in the "Veterans Stand Down" at the Watkins Overflow Homeless Shelter, providing legal assistance to 79 veterans. In addition, the department provided speakers at the Latino Institute event on topics such as domestic violence and issues related to community prosecution.

Our diversity subcommittee has coordinated presentations relating to modern day human trafficking, Luke Air Force Base issues, Demography and Drugs, Elder Abuse and Navajo Culture. The subcommittee also presented the video titled, "The Murder of Emmitt Till," a moving and tragic story that



**Will Gonzalez and Caroline Ney, both community prosecutors, share information with two event attendees.**

was a precursor to the civil rights movement in the 50's and 60's. In the upcoming year, the department will continue to encourage and celebrate diversity with more exciting presentations and team-building events.

# COMMISSIONER SPOTLIGHT

## Amy Rocker



**N**o, this class really isn't for you. No, college isn't for someone like you. I heard many no, no, no, no's while growing up. It just made me more determined to succeed; I wasn't giving up!" said Mayor's Commission on Disability Issues (MCDI) Commissioner Amy Rocker.

Being a teenager is tough enough, but add to it one leg shorter than the other and multiple cognitive learning disabilities, then you start to know hardship. At age 15, while at Coronado High School, things started to turn around. "I had a wonderful and amazing learning resource teacher named Toni Klima," said Rocker.

Unbeknownst to the commissioner, Klima had nominated her for the city of Phoenix 1989 Spotlight on Teen Woman Award. The Phoenix Women's Commission program honored and supported a teenage woman who had struggled and overcome some kind of challenge.

It turned out that Klima had been a dancer and helped Rocker to not only stay in dance class for four years but also to earn a scholarship along the way. When hearing from other

teachers that she would not be college material, she again proved them wrong by earning a Bachelor of Science degree in Sociology from Northern Arizona University.

Her first job out of NAU was with Westview Services as a job developer in the disabled community. Her boss at the time encouraged her to become involved in the community. She decided the perfect place to do this was Phoenix's MCDI. "It's funny, I am probably meeting in the same board rooms where, as a Spotlight Teen Woman recipient, we met and ate pizza."

Today Amy is the community relations director for the Arizona United Spinal Cord Injury Association, where she has coordinated the National Wheelchair Basketball Competition

Final Four. She is the co-chair of the Community Relations Committee for MCDI that coordinates the annual Ability Counts Luncheon. Amy proudly said, "I had the drive and determination to succeed and I have!"

"Commissioner Rocker is a testament to what a little recognition can do," said EOD Director Carole Coles Henry. "Awards such as that bestowed by the Phoenix Women's Commission inspired Amy to seek opportunities for giving service to others."



Commissioner Amy Rocker

# BUSINESS SHOWCASE:

## RB Balch Computer Consultants

by Rochelle Balch, owner



would not have been able to get my business off the ground without the diversity certification from the city of Phoenix. I started RB Balch Computer Consultants business in early 1993 and found it difficult to open any doors. Upon learning about the city's Minority/Woman/Small Business Enterprise (M/W/SBE) program, I quickly became involved in the disparity studies in process at the time and became certified as a woman-owned business enterprise.

City staff promptly introduced me to several city departments where my services might be needed. From that point on, it was up to me to develop the relationships, which I was able to successfully accomplish. In early 1994, after our first work contract, my business started to flourish. Simply by being able to tell potential clients that one of my clients is "the city," it instantly

added to my credibility. Over the years, our relationship with the city has endured.

Our first year's revenue was \$85,000. In 1994, the second year, sales were \$673,000. Currently our annual sales are more than \$1 million, with accumulated sales since 1993 of more than \$20 million. We're still home based and certified. Not everyone is "impressed" with holding a M/W/SBE-type certification. It is helpful to some firms; while others, when they discover this, are encouraged to offer additional opportunities. Thanks to the city of Phoenix for offering opportunities to all types and sizes of businesses. RB Balch & Associates, Inc. can be reached at 623-561-9366 or visit [www.rbbalch.com](http://www.rbbalch.com).



Rochelle Balch

## IT'S A FIRST



**Freddie Bustillo, Gilbane Construction Co., speaks to forum attendees.**

The first public forum of the M/W/SBE Program was on Thursday, May 27, at City Council Chambers. The outreach event was hosted by the City Manager's Office and the Community & Economic Development, Engineering & Architectural Services, Equal Opportunity

and Finance departments. Gilbane Building Company sponsored the refreshments.

The forum provided local businesses with an opportunity for open dialogue and feedback on how the program is working for them as well as how it could be improved. City staff presented information regarding the M/W/SBE Program and gathered information on how better to serve local businesses.

## LET'S TALK MONEY *Thursday, Oct. 28*

Let's Talk Money: Silence Is Not Golden - It's Expensive" is the theme of an upcoming Women's Economic Forum 11:30 a.m. to 1 p.m. Oct. 28, at Phoenix College John Paul Theatre. The free forum is sponsored by the Phoenix Women's Commission, EOD, Phoenix College and BankUSA.

The forum will provide information on how woman can increase their earning power and take the reigns to create their own career path. Joan Miller, manager of Human Resources for DHL; Patty Dimitriou, principal, Alternatives/Alternativos LLC; and Briana Leon, city Street Transportation Department traffic engineer; will be the panelists. Contact LaVina Horne for more information at 602-261-8242.

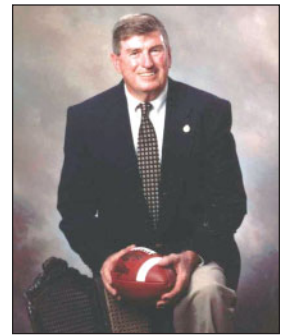


**Sharon Pederson (standing) and Debi Kuehn at last year's Women's Economic Forum. Sharon is the event chair for the second year.**

## MAN WHO INSPIRED A MOVIE

Coach Harold Jones, high school football coach who mentored James "Radio" Kennedy, a developmentally challenged young man, will be the guest speaker at that 2004 Ability Counts Luncheon. His story was depicted in the recent film "Radio." Hear Coach Jones share his empowering story of Radio.

The luncheon, sponsored by the Mayor's Commission on Disability Issues and the city's Equal Opportunity Department, will be at 11:30 a.m. Oct. 27 at the Phoenix Civic Plaza Ballroom. In addition to Coach Jones, 10 individuals and organizations will be honored for their significant contribution to the advancement of people with disabilities. For more information, contact Marquita Beene at 602-262-7486.



**Coach Harold Jones, Keynote Speaker**

## IN MEMORIAM: LEGACY BUILDERS

This past summer brought the passing of two people who have contributed to the human and civil rights legacy of Phoenix.



**Marvin Andrews**

Marvin Andrews served 13 years as Phoenix city manager. He served under seven mayors and 52 council members, was named the best city manager in the United States in 1986 and received the National Civic League's All-America City" award in 1979 and 1989.

In 1984, the Human Relations Commission recommended to the mayor and City Council that a human relations department be created. Andrews coordinated the implementation of what is today's Equal Opportunity Department.



**Jim Brahaney**

The city of Phoenix and our community lost a friend and tireless advocate for the disabled in June. In his capacity as aide to Mayor Skip Rimsza, Jim Brahaney was an inspiration to all who knew him. A quadriplegic since 1988, he needed a wheelchair and companion dog to live his life – but not to make a difference.

Brahaney contributed to the city of Phoenix's success in being named the most accessible friendly city for people with disabilities from the National Organization on Disability this past spring. Phoenix received a check for \$25,000 for this distinction.

# CALENDAR *of events*

## OCTOBER

### 18/Monday

5 p.m. - HRC Meeting  
City Hall, 12 East Conference Room  
200 W. Washington St.

### 22/Friday

Noon - 1 p.m.  
"Faces of Diversity" Brown Bag lunch series  
City Council Chambers  
200 W. Jefferson St.

### 28/Thursday

4 - 6 p.m.  
Minority, Woman-Owned, Small Business  
Enterprise Program Public Hearing  
Burton Barr Central Library  
1221 N. Central Ave.

### 29/Friday

8 - 10 a.m.  
Minority, Woman-Owned, Small Business  
Enterprise Program Public Hearing  
Phoenix City Council Chambers  
200 W. Jefferson St.

## NOVEMBER

### 15/Monday

5 p.m. - HRC Meeting  
City Hall, 12 East Conference Room  
200 W. Washington St.

### 19/Friday

Noon - 1 p.m.  
"Faces of Diversity" Brown Bag  
lunch series  
Phoenix City Council Chambers  
200 W. Jefferson St.

### *Don't Forget!*

**MLK Awards nomination  
forms are available by  
calling 602-261-8242 or at  
[phoenix.gov/CALENDAR/  
awardwin.html](http://phoenix.gov/CALENDAR/awardwin.html).**

**Nomination deadline  
is 5 p.m. Oct. 22.**

## THE TEAM ROSTER

*The Diversity Dialogue*, a publication serving the interests of the "We're All On The Same Team" Program, is published quarterly by the Phoenix Human Relations Commission, the "We're All On The Same Team" Diversity Education and Events Committee, and the Equal Opportunity Department.

*The publication is available in alternate upon request.*

**Call 602-495-2485/voice,**

**602-534-1557/TTY or visit**

*[phoenix.gov/DIVERSTY/ddwin02.pdf](http://phoenix.gov/DIVERSTY/ddwin02.pdf)*

**Do you have any questions about our Diversity program?**

**Call the Diversity Information hotline at 602-495-2485 or  
visit [phoenix.gov/EOD/index.html](http://phoenix.gov/EOD/index.html).**

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## City of Phoenix

### WE'RE ALL ON THE SAME TEAM

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